

An abstract graphic on the right side of the page features several thick, metallic-looking tubes that intersect and curve in a dynamic, three-dimensional fashion. The tubes have a brushed metal texture and are rendered with highlights and shadows to give them a sense of depth and movement. They appear to be part of a larger, unseen structure, possibly a piece of machinery or a modern architectural element.

Roland

Roland Corporation Corporate Profile

Inspire the Enjoyment of Creativity. Be the BEST rather than the BIGGEST. The Roland Family — Cooperative Enthusiasm.

We design the future

Inspire the Enjoyment of Creativity.
Be the BEST rather than the BIGGEST.
The Roland Family—Cooperative Enthusiasm.

Welcome

The Roland Group is engaged in two major categories of business: the electronic musical instrument business, and the computer-related peripherals business, centered on large color printers.

Under our slogan "Inspire the Enjoyment of Creativity," we are steadily expanding our business domain to include the field of video and images, focusing mainly on video-editing equipment. Our challenge is to turn your imagination into sound, into video, and into reality.

As a result of rapid computerization, globalization, and earth-wide environmental problems, people in 21st-century society have come to expect quality more than quantity. In this society, the business of "creating" has become more diversified and individualized, making our role so much greater. Responding to this change in a flexible manner, we are pursuing new growth based on our technological power, which has given birth to numerous "world's first" and "Japan's first" products, and based as well on our global organization. At the same time, we strongly recognize our social responsibility as a company involved in the culture of creation, and we consistently do our BEST to be a company that inspires "Cooperative Enthusiasm" among all stakeholders.



Katsuyoshi Dan Chairman



Hidekazu Tanaka President

Expanding into new fields with our brands. We're always on the leading edge of the age.

As a top electronic instrument brand, the Roland Group is greatly expanding its areas of business.

Roland is renowned for its product reliability,

offering a lineup developed from advanced technology and fostered by creative thinking.

We will continue to produce the finest products in each field.

V-Drums



HPI Series



Fantom-X8



Music ATELIER

BOSS COMPACT Series



GT-PRO



BR-1200CD

Roland

**The trusted electronic instrument brand
loved by music creators all over the world**

The Roland brand leads the world's music scene. As the favorite choice of professional musicians, Roland's synthesizers, electronic drums, instrument amplifiers, and recording equipment play a central role on stage and in the studio. And our digital pianos and electronic organs are enjoyed in many homes. In addition, our professional sound equipment, such as mixers and speakers, has gained the trust of the public facilities and entertainment venues where it is used. Moreover, with our "Roland Network Service" we distribute a wide range of content on the Internet for electronic musical instruments and cell phones.

a sound innovator
BOSS

**The world's No. 1 share in effects processors.
The brand that has achieved legendary
status among guitarists**

The first of our multiple brands. The pioneer series of compact effector pedals, which greatly broadened the possibilities of guitar playing, was released in 1977. Its basic design is still the same today, and is still wildly popular and highly trusted among professional guitarists. BOSS is a diverse brand with a large product lineup—such as multi-effects processors developed from the latest digital technology, and the digital recorder, which enables the production of professional-quality pieces. The basic concept of "products for the guitarist" remains unchanged however.

Computer Music



DV-7DL



FA-101



CG-8



SOLJET PROII V



METAZA

MODELA Pro



EDIROL
by Roland

**The brand for creating music with high-
definition sound, and for enjoying
audio and visual editing**

From full-scale music production, to computer music as a hobby, Edirol is the tried and true brand for a rich variety of software and hardware. Edirol also offers a substantial lineup of analog-to-PC interface products, which create new ways to enjoy music using your computer—recording vocals and instrumentals onto your PC, for example, or saving your cassette tape collection onto your hard drive at high sound quality. In the video production field, Edirol offers video editing equipment that can handle full-scale sound and image editing, and supports a varied lineup of products to display images effectively for concerts, events, presentations, etc.

RODGERS

**The classic organ brand in which digital
technology merges with traditional skills**

A distinguished American classic organ brand combined with Roland's advanced technology. The world-class Rodgers organ sound can be heard in churches, schools, hotels, and music halls around the world.

Roland

**Establishing new markets with a flexible
way of thinking. The computer
peripherals brand**

Turning images into reality. With its digital technology and out-of-the-box thinking, Roland DG develops unique products for business, educational, and hobby applications, such as large professional color printers for making outdoor signboards and billboards, as well as 3D cutting equipment and metal printers.

Creativity

Our world-leading technology and passion for perfection have opened up new possibilities in sound

Inspiring the enjoyment of creativity...

From the dawn of the electronic instrument era we have developed numerous original technologies and launched products that have earned the acclaim of musicians around the world.

What has driven this success story is our limitless passion for the creation of sound, and our outstanding technological strength.

Lake Hamana Studio

Sound Lab

R&D Center

SH-1000

MC-8

V-Drums

DV-7DL



A passion for creating sound; advanced technological capabilities

With a passion for sound and music, as well as unrivalled strength in R&D, Roland has developed a host of original technologies that have become world standards. Our development teams are in charge of developing the products that use our breakthrough technologies, while the technologies themselves are perfected by our technology research laboratory. Currently, the main R&D base for the Roland Group is located at the Hamamatsu R&D Center complex. These facilities represent the cutting edge of Roland's innovation. Here the basic technologies for the next generation are conceived, created and refined, leading the way to future product development. In addition, we strive to integrate our accumulated technology into the field of video and images.

Flexible development structure and cutting-edge facilities

We have incorporated a flexible development structure that eliminates fixed organizational lines and brings teams from the research laboratory and the product development group together for important developmental themes. Backing up this technology and product development are concert hall-standard facilities, such as studios and listening rooms at the Hamamatsu R&D Center and each factory, the Sound Reference Hall, and the Sound Laboratory, at which the hall acoustics can be adjusted for testing various products.



Anechoic Chamber
R&D Center



Sound Reference Hall
R&D Center

"World's first" and "Japan's first" original technology

Ever since we announced Japan's first synthesizer, the Roland SH-1000, two years after our founding, the phrases "world's first" and "Japan's first" have epitomized Roland's products. In the "world's first" category, there was our EP-30 digital piano, the first to feature a touch-sensitive keyboard in which the sound volume changes in response to the strength with which the keys are struck. Then there was the GR-500 guitar synthesizer, which played synthesizer sounds through a guitar. There was also the MC-8 sequencer, a trailblazer in computer music, as well as the TR-808 programmable rhythm machine, which could create and play back the rhythm for a whole song. We also developed digital composite SA synthesis technology, which has become the foundation of modern digital piano development; and RSS® technology, which produces a rich three-dimensional sound presence. Over and over again we have completely redefined the music scene.

Unique technology that expands the possibilities of sound and images

What makes Roland a leader in the world of electronic instruments is our product development capabilities, which grow from our original technologies. With our advanced COSM® tone synthesis technology we created the V-Drums®, which revolutionized the concept of digital drums. We also created the V-Synth® with its VariPhrase® technology to control the three elements of sound in real time. In addition, we developed our PBM*1 sound source, which was modeled from the sound characteristics of an accordion, and used in the V-Accordion. Our new technologies for MIDI, the standard for electronic instruments, are called FPT*2 and HDMR*3; they have made possible a more stable transmission of MIDI data. There is also our V-LINK which can synchronize sound and images, and play them back in real time. Our numerous technologies are directing the future of sound and images.



V-Synth



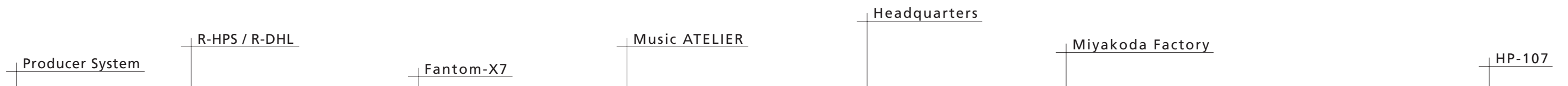
V-Accordion

*1 PBM
(Physical Behavior Modeling)
*2 FPT
(Fast Processing Technology of
MIDI Transmission)
*3 HDMR
(Hardware Direct MIDI Routing)

Quality

Our cutting-edge technology and pursuit of quality create products that are simply the best

Originality and high quality are the basis of Roland's product creation. To that end, we have established a unique development structure and a production system that can respond flexibly to market conditions. We've also further improved our quality control system for even more highly reliable products. And we're taking active measures to meet and exceed environmental standards.



Creating innovative products through the Producer System

The Producer System is a key ingredient to Roland's hit-product formula. The Producer, who is the product development leader, assembles the project team and, with full access to corporate resources, oversees the entire process from development to sales. For the production process at the domestic or overseas factory deemed best suited for that particular product, an organizational framework is in place to handle everything from procurement of materials to actual production.

Product Development Process

1. Technology development labs
(R&D of base technologies)

2. Development divisions
(product development)

3. Production (production base)

Responding quickly to a diversifying market

In Roland's unique "cell" production system, each product is completely assembled by a single worker. This system allows us to respond quickly to changing needs, and deliver various product types more rapidly. Our original new R-HPS*1 production method is also based on the cell production model, and has achieved even more assembly quality. In addition, we are attaining higher production efficiency and quality by incorporating the R-HPS into our production line and implementing the new R-DHL*2 production system, a digital information-based process that combines automatic assembly, automatic inspection, and transport.

*1 R-HPS (Roland High-End Production System)
*2 R-DHL (Roland Digital Hybrid Line)

Aiming for the industry's No. 1 products and a 30% increase in product value

Since 1994 we have been promoting the "301 Project" through all of our companies. The project's goals are to develop the No. 1 product in each category, with a 30% increase in product value. We have gathered information from each Roland affiliate around the world to understand market trends, and have pursued new proposal-type product development. The 301 Project has provided steady results, and is giving birth to a host of new products that are being critically acclaimed by professional musicians.



Environmentally-friendly products

As a company that creates sound and images, Roland delivers high-quality products that are also friendlier to the environment. We fully recognize the influence that development, manufacturing, and all our corporate activities have on the environment. In addition to acquiring ISO 14001 certification—the international standard for environmental management systems—we are also implementing group-wide activities for environmental preservation, while taking bold measures to ensure our corporate activities are friendly to the earth. This is the goal represented by our slogan, "The Roland Family—Cooperative Enthusiasm."

Environmental Slogan



Striving for harmony with the beautiful earth

Environmental Declaration

Before human beings appeared, this world was filled with a great variety of sounds. The whisper of the wind, the roar of the sea, the beat of the land. There, humanity sang, and made beautiful music. We cannot be involved in the music industry if we disregard our relationship with the earth. Roland continues its ceaseless efforts for a rich natural environment where people can enjoy music long into the future.

Active measures for the environment

Roland is also taking active steps for the environment with product parts and in the manufacturing process. While promoting the change to parts which do not contain any of the substances identified in the European Union's RoHS (Restriction of the use of certain Hazardous Substances in electrical and electronic equipment) Directive of 2003, we have also adopted the same standard for products aimed at markets other than the EU. Moreover, we are implementing the switch to the use of lead-free solder when assembling printed circuit boards used in our products.



Assembly of printed circuit board with lead-free solder

Network

Global scale right from the start.
Inspiring the enjoyment of creativity.

Ever since its founding, Roland has carried out business with an eye on the world. We have set up distributors in major markets, and now have a sales network in place that covers the entire world. Our overseas network, which includes manufacturing as well as distribution facilities, helps support the activities of the Roland Group.

Frankfurt Musikmesse

NAMM Show



Harnessing group power to carry out overseas sales activities

Sales for our overseas operations are handled mainly by 17 group companies. Based on a spirit of equality with the headquarters office, these companies are run by local management who are well versed in the cultural and economic conditions of each country. At the International Meeting held twice a year, the managements of overseas group companies gather to share their corporate policies, receive presentations on new technologies and products, and exchange information about each country's market trends. Roland also actively participates in exhibitions and events. We run a booth every year at the NAMM Show (USA), and at the Frankfurt Musikmesse (Germany). Both of these are large-scale events at which a great number of music-related companies display and demonstrate their wares. At these venues, Roland unveils its hot new products, so the Roland booth is always bustling with visitors.

Roland Electronics (Suzhou) Co., Ltd.

Roland Europe S.p.A.

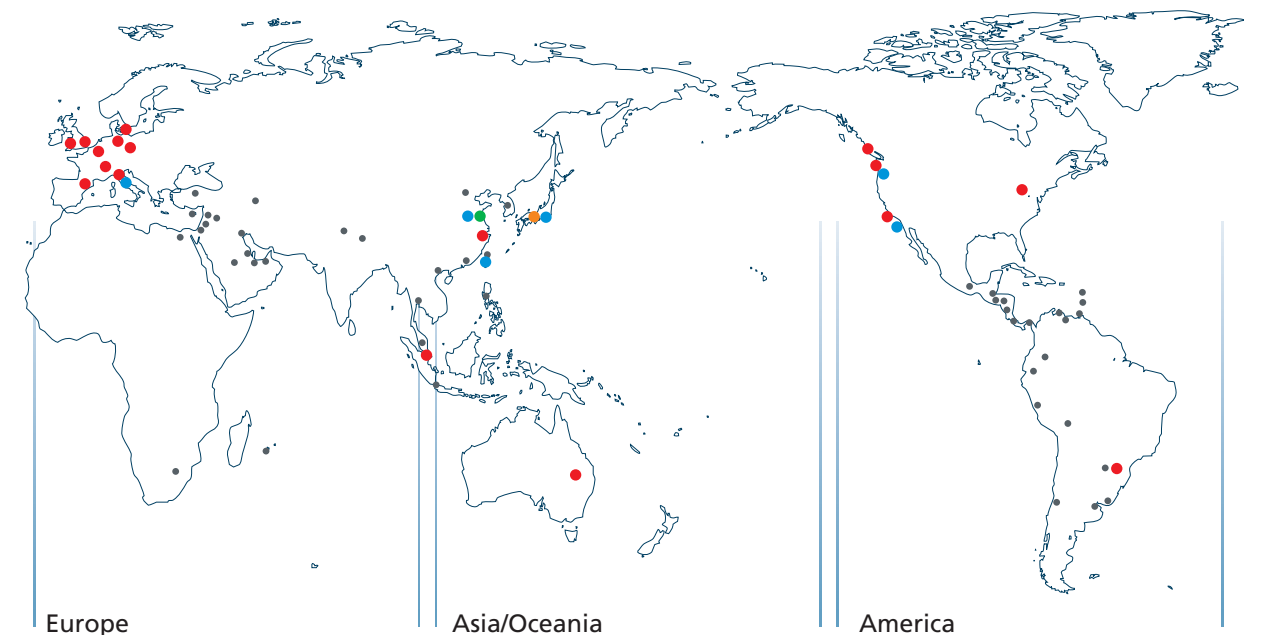


Overseas production that responds flexibly to world markets

Roland has six overseas group companies in America, Europe, and Asia that are involved in manufacturing and production; as with each distributor, operations are left up to local managers. The production system at overseas manufacturing bases is also part of "local production," since everything from materials procurement to final manufacturing is all handled locally, maximizing on each company's processing technology with Roland's technology as a firm foundation. In this way, we're responding flexibly to the trends and needs of the market, and are getting significant results.

Roland's Global Network

Manufacturing & Sales Sales Manufacturing Logistics Distributor



Europe



Roland Europe S.p.A.

Asia/Oceania



Roland Electronics (Suzhou) Co., Ltd. (left)
 Roland E.Music (Suzhou) Co., Ltd.
 Roland Taiwan Electronic Music Corp. (right)

America



Rodgers Instruments LLC (left)
 Roland Audio Development Corp. (right)

- Roland (U.K.) Ltd.
- Edirol Europe Ltd.
- Roland Central Europe n.v.
- Roland Elektronische Musikinstrumente HmbH.
- Electronic Musical Instruments
Roland Scandinavia a-s
- Roland East Europe Ltd.
- Roland Italy S.p.A.
- Roland (Switzerland) AG
- Roland Iberia, S.L.

- Roland (Shanghai) Logistics Co., Ltd.
- Roland Taiwan Enterprise Co., Ltd.
- Roland Corporation Australia Pty. Ltd.
- Roland Asia Pacific Sdn. Bhd.
- Roland (Shanghai) Electronics Co., Ltd.
- Roland Corporation
- Roland ED Corporation
- Roland Engineering Corporation
- Roland DG Corporation
- BOSS Corporation

- Roland Canada Music Ltd.
- Edirol Corporation North America
- Roland Corporation U.S.
- Roland Brasil Importação, Exportação, Comércio, Representação, serviços Ltda.

Communication

Offering musical enjoyment at every opportunity

Roland's wish is to offer the finest products, and pass on the enjoyment of creating sound, music and images. Through establishing music schools across Japan, and sponsoring a variety of concerts and contests, we're taking every opportunity to carry out corporate activities that people can relate to and enjoy. Here are some examples in Japan:

Musical Instruments Fair



The largest musical instrument event in Japan, featuring demo performances, exhibitions and the chance to try out a variety of musical instruments. Roland's large booth is always jam-packed with excited showgoers.

Sound Spark



Held to coincide with the launch of a new product, this is an event at which visitors can try out instruments and enjoy demo performances. It's also an opportunity for those in charge of product development to see first-hand the reactions of users and hear their opinions.

Workshops



We periodically hold clinics and demo performances at sales outlets, providing carefully planned sales support activities such as product explanations that include actual demonstrations and hints for effective use.

"RIKISAKU" Contest



Held every year, this is a contest aimed at people involved in computer music and image editing. One of its characteristics is the broad age range of participants. At present, the image category is held independently as a "Roland/EDIROL video festival."

Planet



Selected products are displayed at sales outlets in store corners called Planet Shops, attended by full-time staff. These corners are being set up nationwide in Japan as a new idea from Roland U.K. in which people can experience the attraction of electronic musical instruments.

MC Club



A customer communication site appearing on the web. Especially popular are the interviews with prominent musicians and the professional musicians' lecture corner. The MC Club mail magazine is also sent out by email to registered members.

Roland Online



Roland's comprehensive members' portal site, which combines the various email member services in order to more securely protect our customers' personal information. Various services are available, such as email distribution, brochure downloads, and gift application.

Customer Support Center



From pre-purchase consultation, to answering questions about product handling, this is Roland's contact point for total customer satisfaction. It is fully equipped with a call center, a website, and an email support window.

Roland RMS Music Studio

Offering lessons nationwide that effectively accommodate the advantages of electronic instruments

In order to help more people discover the pleasure of music, we offer music lessons that embrace electronic musical instruments. In these lessons, we do more than just teach playing techniques; we also offer a new perspective on the appeal and depth of music. To showcase accomplishments gained through the lessons, classrooms in each region host recitals; we also hold nationwide piano contests and organ music festivals. In addition, we offer performance auditions and music tests administered through the Associated Board of the Royal Schools of Music, for which the Roland Foundation serves as the Japan representative office.



Music Lessons



Contests

Roland Foundation

Established to promote and develop arts and culture based on electronic technology

The Roland Foundation was established in 1994 to open up new territories in art, and contribute to the advancement of culture with electronic musical instruments. Highly esteemed in all circles, it actively sponsors various public performances and events, promotes international exchange, and carries out training and assistance activities. In addition to holding seminars on electronic instruments, the Foundation invites prominent musicians from throughout Japan and the world to demonstrate electronic instruments, such as Roland's Music ATELIER organs or Roland's digital pianos, providing opportunities for people to enjoy the enchantment of digital musical instruments.



Organ Concerts



Seminars

Roland: from an uncompromising stance toward sound, to a world brand

It has been some 70 years since the birth of electronic musical instruments. As electronic technology advanced, Roland's founder, Ikutaro Kakehashi, was closely involved in the changes in electronic instruments. At age 28 he decided that his own lifework was music, and this decision set him on a single-minded quest for the ideal electronic musical instrument. With a global mindset right from the start, he took a global perspective toward product development and new market exploration, and under him we launched a string of revolutionary new electronic musical instruments, many of which were world's firsts. In a new field only possible with electronic instruments, Mr. Kakehashi took the lead and provided a focus for development efforts, allowing Roland and its other brands to distinguish themselves worldwide as leaders in the field of electronic musical instruments. Mr. Kakehashi now supports the company with his extensive experience and network of personal connections developed since founding Roland. And as chairman of the Roland Foundation he continues his tireless efforts to contribute to society.



Founder **Ikutaro Kakehashi**

History

World's first. Japan's first. Roland's footprints are indelibly imprinted on the history of electronic music

Product History

1973 SH-1000

Japan's first synthesizer

The first of its kind to be produced in Japan, the SH-1000 was an instant hit with its compact dimensions, easy operation, and affordable pricing. Roland's first pure electronic combo piano, the EP-10, was also released this year.



1974 EP-30

Electronic piano

The world's first electronic piano to feature a touch-sensitive keyboard. The EP-30 was a best seller for more than three years.



1975 JC-Series

Best-selling guitar amps

The JC-Series with its outstanding chorus effects was released. The long-time best seller JC-120 is still the choice of top guitarists around the world.



1976 SYSTEM-700

Japan's first modular synthesizer system

Bringing together all the soundmaking technology of its day, this complete electronic studio system was used by leading broadcasting stations and groundbreaking electronic music artists.



CE-1

Chorus ensemble

The BOSS brand's first effect processor



1977 GR-500

World's first guitar synthesizer

The world's first guitar synthesizer turned the music world around by associating the synthesizer with an instrument other than keyboards.



OD-1/SP-1/PH-1

Compact effect pedals

The first three models of BOSS compact effect pedals. Their basic design is still being used today.



1980・1981

TR-808 Programmable rhythm machine

TB-303 Bass line

A groundbreaking rhythm machine that allowed the user to program a song's rhythm patterns. The TB-303 allowed the user to freely create the song's base line.



JUPITER-8

Eight-voice polyphonic synthesizer

One of Roland's earliest polyphonic synthesizers. This significant product opened the way to today's synthesizer development.



MC-4

Sequencer

Designed for automatic synthesizer performance, the MC-4 made a powerful impact around the world with its new concept of linking electronic instruments with computers.



1986 RD-1000

Digital piano

The first electronic piano to feature the acclaimed Roland SA digital synthesis technology. This technology was featured in all Roland pianos thereafter.



1987 D-50

Linear digital synthesizer

Roland's first full-digital synthesizer was a worldwide sensation due to its operating ease and stunning sound.



1988 Musi-kun*

Desktop music system

This system made possible the new hobby of enjoying music with a personal computer. Along with "Musi-ro" which was released the following year, this system created the whole new market of desktop music (DTM).



* available only in Japan

1990 HP-3700

Digital piano

Acclaimed for its excellent sound quality and refined design, this product set a new trend for digital pianos, one still ongoing in current models.



RSS

Roland Sound Space

Revolutionary sound processor that creates a three-dimensional sound environment using conventional two-channel playback. Today, it is an indispensable piece of equipment in all audio and video industry sectors.



1991 JD-800

Programmable synthesizer

Combining stunning digital sound with a natural feel and operability reminiscent of analog instruments, the JD-800 was the pinnacle of synthesizer development of its era.



SC-55

Sound canvas

The very first GS* format sound module became a big hit due to its superb sound quality and compact design.



*GS is Roland's common specification for sound when using a MIDI system.

1994 Video-kun*

Desktop video system

Roland's first video-related product, this advanced system made it easy to perform professional video editing at home using a personal computer.



* available only in Japan

1995 VG-8

V-Guitar system

With the latest DSP* sound modeling technology, this product significantly extended the guitar's expressiveness.



*DSP is an LSI that processes digital signals.

1996 VS-880

Digital studio workstation

This fully digital hard disk recorder provided all the processes of a professional digital studio in one product, and took the entire industry by storm.



MC-303

Groovebox

Roland's first foray into the dance music genre, this sequencer was enthusiastically received by DJs and clubs.



1997 V-Drums

Digital drums

V-Drums revolutionized the concept of digital drums with its natural expressiveness and feel, and its adjustable settings for each drum set and performance environment.



2000 VP-9000

VariPhrase processor

The first product to use the newly developed VariPhrase® technology, which offers independent realtime control of pitch, time and formant.



2001 DV-7

Digital video workstation

This stand-alone video editing workstation for creating professional-quality videos provides an efficient, next-generation working environment for video making.



2002 HPI-5

Digital piano

This piano features a large LCD screen on the music rest that can display the musical score; it is also packed with lesson functions to support piano practice.



2003 V-Synth

Synthesizer

A new generation in synthesizers, featuring evolved VariPhrase® technology and a COSM® processor for a completely new kind of sound production, as well as V-LINK for the control of images.



2004 V-Accordion

Digital accordion

A next-generation digital accordion that delivers the rich sound and musicality of an accordion, with the power of expression only available in a digital instrument.



Fantom-X

Synthesizer

With 128-voice maximum polyphony, the highest level in a synthesizer, the Fantom-X is powered by a new sound generator chip, and offers Giga-class wave memory.



2005 CG-8

Visual synthesizer

The visual synthesizer can instantly create various images and direct them in real time.



'72 '75 '80 '85 '90 '95 '00 '04

Company History

1972

- Established in Osaka with capital of 33 million yen.
- Tokyo and Osaka sales offices opened.



Head office factory at founding



Head office factory

1973

- Hamamatsu Factory opened.
- First NAMM Show appearance in the U.S.
- First appearance in Music Instruments Fair Japan.

1975

- First appearance in Frankfurt Musikmesse.

1976

- Nagoya sales office opened.
- Joint venture set up in Australia.



Joint venture set up in Australia

1977

- Takaoka Factory opened in Hamamatsu.



Takaoka Factory

1978

- Joint venture set up in the U.S.A.

1980

- Fukuoka sales office opened.

1981

- Hiroshima and Sendai sales offices opened.
- Joint ventures set up in the U.K., Germany, Denmark, and Canada.
- Capital investment made in Musitronic AG, Switzerland.

1982

- Yokohama sales office opened.
- Joint venture set up in Belgium.

1983

- Sapporo and Omiya sales offices opened.
- MIDI* accepted as the world standard for inter-electronic musical instrument communication.

*Musical Instruments Digital Interface

1984

- Roland Music School opened in Umeda, central Osaka.

1985

- Roland Music School opened in Shibuya, Tokyo.
- Roland offers technology and equipment for a pavilion at Tsukuba EXPO '85.
- Joint venture set up in New Zealand.



Tsukuba EXPO '85

1986

- Factory completed in Inasa (now Hamamatsu), Shizuoka Prefecture.
- Joint ventures set up in Italy and Taiwan.



Hosoe Factory

1987

- Capital investment made in S.I.E.L. S.p.A. Italy.
- "The First New Age Contest" and "In Search of Music's Future" concert held.



"In Search of Music's Future" concert

1988

- Rodgers Instrument Corporation set up in the U.S.A.
- Joint venture set up in Switzerland.
- S.I.E.L. S.p.A. renamed Roland Europe S.p.A

1989

- Rodgers Organ appears on the Japanese market.
- Company stock listed on the Osaka Stock Exchange Second Section (December). Capital increased to 7.6 billion yen.



Ceremony at Osaka Stock Exchange

1990

- Joint venture set up in Spain.
- Production of D-series synthesizers tops 300,000 units.
- Co-sponsorship of a pavilion at Expo '90 in Osaka.
- Capital investment made in Intermusica Ltd., Hungary.
- Roland Audio Development Corp. established in the U.S.A.

1991

- Lake Hamana Studio completed.
- President Kakehashi (now Special Consultant) awarded an Honorary Doctor of Music degree from Berklee College of Music.
- Roland Brasil Ltda. established.



At Berklee College of Music

1992

- Celebration of 20th anniversary with new slogan.

1993

- Head office relocated to Dojimahama, Kita-ku, Osaka.
- Miyakoda Testing Laboratory completed.

1994

- First issue of unsecured convertible debentures (total value 5 billion yen).
- Roland Foundation established.
- Roland Audio Development Corp. (U.S.A.) begins production of amplifiers.
- Edirol Corporation North America established.
- "301 Project" launched.

1995

- Worldwide sales of GS sound modules tops one million.

1996

- Roland becomes Japan's first musical instrument manufacturer to receive ISO 9002 certification.
- Roland Europe stock listed on the Milan Stock Exchange.

1997

- Joint venture set up in Taiwan (Roland Taiwan Enterprise Co., Ltd.).
- Celebration of 25th anniversary.
- Miyakoda factory opened.
- Roland France S.A. established.

1998

- Tecnologias Música e Audio, Roland Portugal S.A. and Edirol (Europe) Ltd. established.

1999

- Roland receives ISO14001 certification for environmental management system.
- Joint venture set up in Austria.
- Company stock listed on the Tokyo & Osaka Stock Exchange First Section (September).

2000

- Chairman Ikutaro Kakehashi (now Special Consultant) inducted into Hollywood's Rockwalk.
- Roland DG Corporation stock listed on the Tokyo Stock Exchange Second Section (October).



At Hollywood's Rockwalk

2001

- R&D Center expansion completed.
- Manufacturing company established in China.

2002

- Roland DG Corporation stock listed on Tokyo Stock Exchange First Section (April).

2003

- Logistics and distribution company established in China.
- Sales of BOSS compact series reaches 8 million mark.

2004

- European subsidiaries reorganized, and Roland Central Europe and Roland Iberia established.
- Roland Asia Pacific Sdn. Bhd. set up in Malaysia.

2005

- Manufacturing company established in China for Chinese domestic market.
- Roland DG Corporation's new factory (digital factory) under construction.
- Headquarters office moved to Hosoe in city of Hamamatsu.



New factory of Roland DG